

U.S. Application No. 09/975,799
Reply to Office Action dated September 13, 2005

PATENT
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IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1. (Currently Amended) An information-processing apparatus comprising:
computation means for computing an expected value of a response transmitted by a plurality of information-processing terminals, ~~wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals~~ in response to each of a plurality of contents transmitted to said information-processing terminals; and
select means for selecting some of the plurality of contents ~~including user specific information relating to each of said information-processing terminals to be transmitted to each of said information-processing terminals on the basis of~~ based on said expected value computed by said computation means for each of said contents,
wherein said information-processing terminals comprise at least a pair of terminals used by independent users, each user having independent preferences,
wherein said plurality of contents includes user specific information relating to each of said information-processing terminals,
wherein said computation means computes said expected value by regular extraction based on a formula, wherein said formula is one of a linear association expression, a nueral network, a sigmoid function, a rule form of a conditional, a decision tree model, or a

U.S. Application No. 09/975,799
Reply to Office Action dated September 13, 2005

PATENT
450100-03533

statistical technique based on a linear model, a discriminative analysis, a logistic
recursion/regression, or a cluster analysis,

wherein said linear association expression is a linear expression of a sum of terms
which are each a product of a numerical data denoting each user's independent preferences and a
coefficient denoting the plurality of transmitted contents, and

wherein said expected value can be expressed as a ratio of a maximum response
rate and a minimum response rate.

2. (Previously Presented) The information-processing apparatus according to claim 1, wherein said information-processing apparatus further comprises transmission means for transmitting contents selected by said select means to any of said information-processing terminals.

3. (Previously Presented) The information-processing apparatus according to claim 1, wherein said computation means computes an expected value of any one of said information-processing terminals from results of a test transmission carried out for said information-processing terminal.

4. (Previously Presented) The information-processing apparatus according to claim 1, wherein, for any specific one of said information-processing terminals, said select means selects a content whose expected value computed by said computation means.

U.S. Application No. 09/975,799
Reply to Office Action dated September 13, 2005

PATENT
450100-03533

5. (Previously Presented) The information-processing apparatus according to claim 1, wherein said expected value is a probability of a response expected to be received from any one of said information-processing terminals or an expected response rate of responses received from said information-processing terminals.

6. (Previously Presented) The information-processing apparatus according to claim 1, wherein said expected value is a predicted probability of a response.

7. (Previously Presented) The information-processing apparatus according to claim 1, wherein said contents are different from each other because some text parts are modified.

8. (Previously Presented) The information-processing apparatus according to claim 1, wherein said contents are each an electronic mail or a web banner advertisement.

9. (Previously Presented) The information-processing apparatus according to claim 1, wherein said contents each include hyperlink information.

10. (Previously Presented) The information-processing apparatus according to claim 9, wherein said computation means computes said expected value on the basis of click information of said hyperlink information.

U.S. Application No. 09/975,799
Reply to Office Action dated September 13, 2005

PATENT
450100-03533

11. (Currently Amended) An information-processing method comprising the steps of:

computing an expected value of a response transmitted by a plurality of information-processing terminals, ~~wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and~~

~~selecting some of the plurality of contents including user specific information relating to each of said information-processing terminals to be transmitted to each of said information-processing terminals on the basis of~~ based on said expected value computed for each of said contents,

wherein said information-processing terminals comprise at least a pair of terminals used by independent users, each user having independent preferences,

wherein said plurality of contents includes user specific information relating to each of said information-processing terminals,

wherein the computing step computes said expected value by regular extraction based on a formula, wherein said formula is one of a linear association expression, a neural network, a sigmoid function, a rule form of a conditional, a decision tree model, or a statistical technique based on a linear model, a discriminative analysis, a logistic recursion/regression, or a cluster analysis,

wherein said linear association expression is a linear expression of a sum of terms which are each a product of a numerical data denoting each user's independent preferences and a coefficient denoting the plurality of transmitted contents, and

U.S. Application No. 09/975,799
Reply to Office Action dated September 13, 2005

PATENT
450100-03533

wherein said expected value can be expressed as a ratio of a maximum response rate and a minimum response rate.

12. (Currently Amended) A method, stored on a computer-readable medium, comprising:

computing an expected value of a response transmitted by a plurality of information-processing terminals, ~~wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals~~ in response to each of a plurality of contents transmitted to said information-processing terminals; and

selecting some of the plurality of contents ~~including user specific information relating to each of said information-processing terminals~~ to be transmitted to each of said information-processing terminals ~~on the basis of~~ based on said expected value computed for each of said contents,

wherein said information-processing terminals comprise at least a pair of terminals used by independent users, each user having independent preferences,

wherein said plurality of contents includes user specific information relating to each of said information-processing terminals,

wherein the computing steps computes said expected value by regular extraction based on a formula, wherein said formula is one of a linear association expression, a neural network, a sigmoid function, a rule form of a conditional, a decision tree model, or a statistical technique based on a linear model, a discriminative analysis, a logistic recursion/regression, or a cluster analysis,

U.S. Application No. 09/975,799
Reply to Office Action dated September 13, 2005

PATENT
450100-03533

wherein said linear association expression is a linear expression of a sum of terms which are each a product of a numerical data denoting each user's independent preferences and a coefficient denoting the plurality of transmitted contents, and
wherein said expected value can be expressed as a ratio of a maximum response rate and a minimum response rate.

13 - 18. (Canceled)

19. (Currently Amended) An information-processing apparatus comprising:
computation means for computing an expected value of a response transmitted by a plurality of information-processing terminals, ~~wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;~~

first producing means for producing a first assessment information on a set of the largest expected values computed by said computation means for said responses transmitted by said information-processing terminals in response to said plurality of contents including user specific information relating to each of said information-processing terminals on the basis of based on said set of largest expected values which are each computed by said computation means for one of said contents; and

second producing means for producing a second assessment function of said set of largest expected values computed for all said contents including user specific information relating to each of said information-processing terminals by synthesizing pieces of said

U.S. Application No. 09/975,799
Reply to Office Action dated September 13, 2005

PATENT
450100-03533

assessment information which are each produced by said first producing means for one of said contents,

wherein said information-processing terminals comprise at least a pair of terminals used by independent users, each user having independent preferences,

wherein said plurality of contents includes user specific information relating to each of said information-processing terminals,

wherein said computation means computes said expected value by regular extraction based on a formula, wherein said formula is one of a linear association expression, a neural network, a sigmoid function, a rule form of a conditional, a decision tree model, or a statistical technique based on a linear model, a discriminative analysis, a logistic recursion/regression, or a cluster analysis,

wherein said linear association expression is a linear expression of a sum of terms which are each a product of a numerical data denoting each user's independent preferences and a coefficient denoting the plurality of transmitted contents,

wherein said expected value can be expressed as a ratio of a maximum response rate and a minimum response rate, and

wherein said response transmitted in response to each of the plurality of contents may be a selective transmission or a random transmission.

20. (Currently Amended) An information-processing method comprising the steps of:

computing an expected value of a response transmitted by a plurality of information-processing terminals, ~~wherein said information-processing terminals comprise at~~

U.S. Application No. 09/975,799
Reply to Office Action dated September 13, 2005

PATENT
450100-03533

~~least a pair of terminals used by independent users each having independent preferences, and~~
~~each of information-processing terminals~~ in response to each of a plurality of contents
transmitted to said information-processing terminals;

producing assessment information on a set of ~~the largest ones of said expected~~
values for said responses transmitted by said information-processing terminals in response to
said contents ~~on the basis of~~ based on said set of largest expected values each computed for one
of said contents; and

producing an assessment function of said set of largest expected values for all said
contents, ~~including user specific information relating to each of said information-processing~~
~~terminals~~, by synthesizing pieces of said assessment information each produced for one of said
contents,

wherein said information-processing terminals comprise at least a pair of
terminals used by independent users, each user having independent preferences,

wherein said plurality of contents includes user specific information relating to
each of said information-processing terminals,

wherein the computing step computes said expected value by regular extraction
based on a formula, wherein said formula is one of a linear association expression, a neural
network, a sigmoid function, a rule form of a conditional, a decision tree model, or a statistical
technique based on a linear model, a discriminative analysis, a logistic recursion/regression, or a
cluster analysis,

wherein said linear association expression is a linear expression of a sum of terms;
which are each a product of a numerical data denoting each user's independent preferences and a
coefficient denoting the plurality of transmitted contents,

U.S. Application No. 09/975,799
Reply to Office Action dated September 13, 2005

PATENT
450100-03533

wherein said expected value can be expressed as a ratio of a maximum response rate and a minimum response rate, and

wherein said response transmitted in response to each of the plurality of contents may be a selective transmission or a random transmission.

21. (Currently Amended) A method, stored on a computer-readable medium, comprising:

computing an expected value of a response transmitted by a plurality of information-processing terminals, ~~wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals~~ in response to each of a plurality of contents transmitted to said information-processing terminals;

producing assessment information on a set of ~~the largest ones of said expected~~ values for said responses transmitted by said information-processing terminals in response to said contents ~~on the basis of~~ based on said set of largest expected values each computed for one of said contents; and

producing an assessment function of said set of largest expected values for all said plurality of contents, ~~including user specific information relating to each of said information-processing terminals,~~ by synthesizing pieces of said assessment information produced for each one of said plurality of contents,

wherein said information-processing terminals comprise at least a pair of terminals used by independent users, each user having independent preferences,

U.S. Application No. 09/975,799
Reply to Office Action dated September 13, 2005

PATENT
450100-03533

wherein said plurality of contents includes user specific information relating to each of said information-processing terminals,

wherein the computing step computes said expected value by regular extraction based on a formula, wherein said formula is one of a linear association expression, a neural network, a sigmoid function, a rule form of a conditional, a decision tree model, or a statistical technique based on a linear model, a discriminative analysis, a logistic recursion/regression, or a cluster analysis,

wherein said linear association expression is a linear expression of a sum of terms which are each a product of a numerical data denoting each user's independent preferences and a coefficient denoting the plurality of transmitted contents,

wherein said expected value can be expressed as a ratio of a maximum response rate and a minimum response rate, and

wherein said response transmitted in response to each of the plurality of contents may be a selective transmission or a random transmission.